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UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN FRANCISCO DIVISION

MAXIMILIAN KLEIN, et al.,

Plaintiffs,

vs.

META PLATFORMS, INC.,

Defendant.

Case No. 3:20-cv-08570-JD

Hon. James Donato

**DECLARATION OF MICHAEL A.
WILLIAMS IN SUPPORT OF
ADVERTISER PLAINTIFFS' REPLY TO
DEFENDANT'S OPPOSITION TO CLASS
CERTIFICATION**

1 I, Michael A. Williams, Ph.D., declare and state as follows:

2 1. I am a Managing Director at Berkeley Research Group, LLC. I received my M.A.
3 and Ph.D. degrees in economics from the University of Chicago. I have been retained as an
4 economic consultant by the U.S. Department of Justice, Antitrust Division, the U.S. Federal Trade
5 Commission, and the Canadian Competition Bureau. I have personal knowledge of the facts set
6 forth in this declaration and, if called as a witness, could and would testify competently to such facts
7 under oath.

8 2. I have been asked by counsel for Advertiser Plaintiffs in the above-captioned
9 litigation to provide certain expert opinions in connection with Advertiser Plaintiffs' reply to
10 Defendant's opposition to class certification.

11 3. Attached hereto is the report I have prepared in connection with this assignment: the
12 Expert Reply Report of Michael A. Williams, Ph.D., (**Exhibit A**).

13 4. The attached report accurately reflects my opinions on the matters contained therein.
14

15 I declare under penalty of perjury that the foregoing is true and correct.

16 Executed on 7/8/2024, in Emeryville, CA.

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19 Michael A. Williams, Ph.D.
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